

Covid-19 – Threats & Opportunities

**Triathlon – Quick & Effective Decision Making within
uncertain environment.**

Using Debriefing, Brainstorming, & Synergy Language



The Need: Quick Re-Organizing to define and implement changes during the Covid-19 crisis and beyond

- ▶ The Covid-19 crisis causes frequent and intensified changes.
- ▶ Some businesses will survive some will flourish , and some will disappear.
- ▶ Vast changes need to be made quickly and while managing the crisis. The cost of mistakes can be devastating.
- ▶ The changes have two axes: Strategic What should we do (looking outwards) and How should we do it (inner – preparations).
- ▶ Management and executives are preoccupied with survival and are not always free to create the future.
- ▶ Classic consulting firms are irrelevant, due to long processes and high costs.
- ▶ One needs an experienced, effective & agile advisory team to help deterring & implementing the change.



Manage like you fly an F-16

Things change quickly. You win by:

1. **Understand the changing situation**
2. **Define the right direction & maneuvering quickly**
3. **Manage coordinated & proactive teams**



The Proposed Method- Triathlon:

Debriefing, Brainstorming & Synergy Language

The proposed process is short, focused, yet very powerful.

It is based on 3 stages:

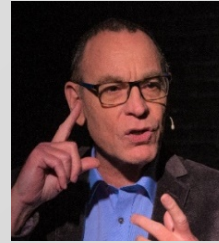
1. **Studying the environment.** Activate sensors, absorb the information and comprehend it. **Based on Debriefing & Assessment Processes**
2. **Creating a new future – Based on Brainstorming.** Understand how to reinvent, how to improve“, how to "preserve“ and how to “change”.
3. **Execute change quickly** - using **Synergy Language** which enables:
 - radically shorted decision making.
 - Define responsibilities so as not to waste time and opportunities.
 - Help units and people work harmoniously.
 - Creating effective cross organization teams.



The Triathlon Team



Yair Zadik –
Management Application Expert
Pilot and Air-Force Colonel (reserves),
Received Israel's National Defense
(2003) prize for his leadership on anti-
ballistic missiles' projects.



Dr. Rami Ben-Yshai –
Synergy Language Developer
Thirty years in management, consulting and
managers development managers, from
various sectors in 3 continents.

Providing guidance to CEOs and managers, on change applications. Entrepreneur, Experienced CEO and Executive Chairman in High-tech, Industrial, and Service Oriented companies. Specializing in Debriefing processes and Brainstorming, to provide “out-of-the-box” solutions.

PhD Student in Management at Ben-Gurion Univ.
Volunteer in guiding “challenged” teenagers at school.

World-known expert of Interactions improvements and creating synergy between people, units and organizations. The author of the book Organizational Synergy – a practical guide. Recalibrate Interactions to achieve peak engagement, productivity & profit. 30 years in creating synergy in large and small scale organization in law and high tech. Industry, health, finance & insurance, startups, volunteer, bi-national projects in conflict zones and more.

The desire to produce a focused, short and effective process, between these two forces, with a diversity in their background, produces a consultative synergy. With Yair in charge of the "what" “where and why” (change strategy) - and Rami of the "how" to achieve the change. The “lean” structure of the consulting team, and the high level of experience, enable us to keep our promise for a quick, focused and effective process, while combining the required knowledge and expertise. Our commitment is to you the customer - and not to expensive and long-term overhead costs.



Main Results from the Triathlon

- ▶ **Strengthening the ability of the management to lead synergistic decisions under conditions of uncertainty.**
- ▶ **Organizational effectiveness and efficient teamwork, both in remote work and when working in "capsules".**
- ▶ **Assimilation of the tools that were found right for company.**
- ▶ **Combined functioning (synergistic) in changing situations. Strengthening the personal ability of the participants. ----**
- ▶ **Tools for dealing with destructive interaction patterns/interfaces and improving beneficial relationships in general, and synergy patterns in particular.**

These changes will lead to a change in the desired direction, but will also prepare the company for future rapid changes in response to market constraints, without the need for consultants.



Triathlon's Structure

- ▶ **The Triathlon consists of workshops, including:**
 - Meetings with the management
 - Personal meetings
 - Group meetings

- ▶ **It can be performed in Zoom.**

- ▶ **Throughout the process, management will receive feedback that includes:**
 - A summary of the experienced processes, and their significance in achieving the defined outputs.
 - Mapping of perceived interactions and how to improve them.
 - Recommendations for improvements, and a detailed work plan for achieving them.

- ▶ **Through out the process we will develop with you a work-plan stating what & how to do, who will do it and how to focus the efforts in the face of changing reality.**



Triathlon's Structure Example

(Specific Structure will be decided with the management)

- ▶ **Before the Triathlon** - An introductory conversation with the CEO / management. Coordinating expectations and formulating specific goals and improvement goals in the Triathlon.
- ▶ **First session** - Strategic mapping - looking out - 4 hours
- ▶ **Second session** - Supportive processes - Inward look - 4 hours
- ▶ Brainstorming in groups on the definition of problems, and possible alternatives of solutions. Raising proposals for further work.
- ▶ Our personal work - Summarizing the findings and preparation of a presentation and work plan
- ▶ **Third session** - Improvement program - 3 hours
- ▶ Summary and analysis of the learning process at the individual and team level.
- ▶ Development of a plan for further work. Includes definition of Responsibilities, Milestones, and Resources for carrying out the process (will begin in the meeting and continue after it).
- ▶ **Fourth meeting** - Summary meeting of how to implement the change - 3 hours
 - Presenting the improvement plan
 - Calibration plan for further work.



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Changing directions for Survival & Profitability

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Synergy Center
for better Collaborations

Many thanks for your interest